

EXPECTATIONS OF U.S. HOSTED BUYERS

U.S. Hosted Buyer participants commit to pre-arranged meetings scheduled in the mornings of Thursday, May 3rd and Friday, May 4th at the show with carefully matched SIAL Canada exhibitors. These meetings will be booked via the SIAL Canada U.S. Hosted Buyer matchmaking system. To view the SIAL Canada 2018 exhibitors, visit the SIAL Canada website, sialcanada.com.

RECORD EDITIONS IN 2016 AND 2017

95%

growth since 2010

- + MORE EXHIBITORS
- + MORE VISITORS
- + MORE BUSINESS MEETINGS
- + MORE MEDIA COVERAGE

1,000+ EXHIBITORS FROM ALL 10 CANADIAN PROVINCES AND 50 COUNTRIES IN A 220,000-FT² EXHIBITION SPACE

18,500
PROFESSIONAL
VISITORS EXPECTED
FROM MORE THAN
60 COUNTRIES

94%
OF VISITORS WERE
SATISFIED WITH
THEIR VISIT IN 2016

92%
OF VISITORS
RECOMMEND SIAL
CANADA
TO AGRI-FOOD PROFESSIONALS

A SATISFACTION RATE
ON THE RISE SINCE 2010!

97%

EXHIBITOR
SATISFACTION
RATE

95%

EXHIBITOR
RECOMMENDATION
RATE

EXCLUSIVE BUYER PROGRAMS:

1,000+
BUSINESS
MEETINGS

50+
CONFERENCES
& WORKSHOPS

THE CANADIAN MARKET

20,108
GROCERY STORES

\$9,540 MILLION
MONTHLY SALES
IN FOOD STORES

8,300
AGRI-FOOD
PROCESSORS

166,000
FOOD-SERVICE
POINTS OF SALE

\$75 BILLION
FOOD-SERVICE
SALES

THE ONLY
CANADA-WIDE
AGRI-FOOD
SHOW WITH
RETAIL AND
FOOD-SERVICE
BUYERS

+

THE NATURAL
POINT OF ENTRY
INTO THE U.S.
MARKET